

# Anima Nivsarkar

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## Education

<b>University of Texas at Austin</b> Ph.D. in Marketing	Texas, USA 2023 – 2028 (Expected)
<b>Indian Institute of Foreign Trade</b> Master of Business Administration <ul style="list-style-type: none"><li>Graduated with dual major in Marketing and International Trade</li></ul>	New Delhi, India 2016 – 2018
<b>S.G.S.I.T.S. Indore</b> Bachelor of Engineering <ul style="list-style-type: none"><li>Graduated with distinction in Civil Engineering</li></ul>	Madhya Pradesh, India 2012 – 2016

## Research Interest

Quantitative Marketing, Causal Inference, Field Experiments, Climate Change, Healthcare

## Publications

**Role of Credible Sources and Message Appeals in the Adoption and Valuation of Cancer Screening** (with Vedha Ponnappan, Prakash Satyavageeswaran, and Sundar Bharadwaj). *Journal of Marketing*, 2025

## Work-In-Progress

- Extreme Weather and Consumer Behavior** (with Raji Srinivasan)
- Status:** Data analysis in progress
- CEO Career Concerns and Greenwashing** (with Raji Srinivasan)
- Status:** Data analysis in progress
- Effect of Tax Sourcing on Firm Innovation Outputs** (with Stephen Stewart)
- Status:** Preparing manuscript for submission to Management Science
- Climate Change and Consumer Health** (with Somdatta Basak)
- Status:** Data analysis in progress

## Conference Presentations

Winter AMA, Nashville TN	2023
Theory and Practice in Marketing, Austin TX	2024
Winter AMA, Phoenix AZ	2025

## Awards and Honors

McCombs Summer Scholarship, UT Austin	2025
Graduate School of Business Ph.D. Fellowship, UT Austin	2023-Present
McCombs Marketing Department Dean's Fellowship Award	2023-Present

## Teaching Experience

I have been a course assistant for the following courses at UT Austin:

<b>Principles of Marketing</b> , BBA Honours, Course Instructor: Leigh McAlister	Fall 2023, Fall 2024
<b>Consumer Behavior in a Digital World</b> , MBA, Course Instructor: Adrian Ward	Spring 2024
<b>Marketing Policies</b> , BBA, Course Instructor: Raji Srinivasan	Spring 2025
<b>Principles of Marketing</b> , BBA, Course Instructor: Ethan Pew	Fall 2025

Research Experience

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<b>Indian Institute of Management Udaipur</b>	Rajasthan, India
Research Assistant	2021 – 2023
<ul style="list-style-type: none"><li>• Worked with Prof. Prakash Satyavageeswaran and Prof. Vedha Ponnappan</li></ul>	

Corporate Experience

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<b>Tata Motors Limited</b>	Bangalore, Karnataka, India
Senior Manager Marketing Analytics and Strategy	2018 – 2021